

INFORMATION

EXCHANGE

October 1999

*Resources for JTPA
and WtW Programs*



Contents

<i>Capacity Building Update</i>	2
<i>WtW Training Funds Available from Employment Training Panel</i>	3
<i>Successful WtW Program</i>	3
<i>DOL Offers Training on WtW Financial Management Guide</i>	3
<i>One-Stop Workforce Technology Solutions for a New Millennium!</i>	4
<i>"Voice of the Customer"</i>	4
<i>Carson/Lomita/Torrance PIC & Riverside County SDA Receive Award</i>	5
<i>SDA Technical Assistance Guide Available</i>	5
<i>Get a Job Kit Helping Job Seekers!</i>	5
<i>Check It Out!</i>	6
<i>October Calendar</i>	7

The Employment Training Network



Has a free gift for you!

Have you been shopping around for the best possible technical assistance at a price you can afford? Well, the Employment Training Network (ETN) may have a surprise for you! Call today to find out how you can receive free technical assistance, including the services of a professional consultant, program site visits and access to a vast array of resource materials! All of your Job Training Partnership Act (JTPA) and Welfare-to-Work (WtW) staff and their workforce development partners are qualified to take advantage of this free offer!

Our consultants will come on site and provide customized training on a wide variety of topics to your staff.

We have a lending library complete with materials on such relevant topics as Welfare-to-Work (WtW) and the Workforce Investment Act (WIA). Page six contains a list of our latest items!

The ETN can also provide travel reimbursement for your staff to go on site and gain first-hand knowledge of exemplary programs, including welfare-to-work agencies and one-stop career centers.

Please call Diane Coad at (916) 654-8896 for more information.



Capacity Building Update

The Capacity Building Unit (CBU) of the Employment Development Department (EDD) Job Training Partnership Division (JTPD) provides training classes, as well as other services, at no cost to JTPA-funded or WtW-funded employment and training partners. The following "new" classes are currently being offered.

New Working with Special Populations Workshop

The CBU will introduce a new workshop series, *Working with Special Populations*, beginning in November 1999. The workshop will focus on six participant populations who have significant barriers to employment, including: drug and alcohol dependency, learning and physical disabilities, mental health issues, domestic violence, and non-custodial parents. The first one-day workshop will consist of an overview of each of the targeted populations, with an emphasis on definitions and terms, issues related to serving these groups, and a vast array of available resources. A second one-day workshop will also be offered which can be customized to fit the needs of the local Service Delivery Area and will provide more detailed information from the one day overview on two or three populations. Such information will include topics such as outreach strategies, psychological factors, individual service plans, and promising practices for the selected groups.

If you would like more information or are interested in hosting a *Working with Special Populations* workshop, please telephone Michelle Haakenson at (916) 654-9815.

Welfare-to-Work Marketing Workshop

This class is designed specifically for marketing representatives from the Service Delivery Areas (SDA), WtW 15 Percent subgrantees, and partners who are marketing the Department of Labor's WtW Grant program. This one-day workshop will explore "niche" marketing, employer motivators, and sharing approaches of successful sales strategies. The curriculum also includes effective WtW marketing strategies, and a WtW marketing toolkit.

Since this class is booked through March 2000, contact your local SDA for information on training currently scheduled.

For more information on CBU training, you may visit our web site at: www.edd.ca.gov/jtpacp.htm or call (916) 654-9819.

Welfare-to-Work Client Forms

The Capacity Building Unit (CBU) of the Job Training Partnership Division is providing regional Welfare-to-work (WtW) Client Forms training sessions. The CBU recommends that attendees have attended *WtW Overview* training. Topics covered include current WtW regulations influencing client forms reporting and the purpose and function of client forms, e.g., Application/Registration, Enrollment, Monthly Activity, and Employment Record. Other related documents will also be discussed. Training sessions have been scheduled at the following locations: October 13, 1999 in Sacramento; October 26-27, 1999 in Fresno; and November 16, 1999 in Hayward. You may obtain a Training Request Form by visiting www.edd.cahwnet.gov/wtowinbu.htm, Information Bulletin WB99-46 or contact Karen Ronshausen at (916) 653-5350.

Mark Your Calendars!

County Welfare Directors Association 1999 Annual Conference - "Yesterday, Today, Tomorrow...New Opportunities!"

Santa Barbara-October 11-13, 1999

For information call: (805) 681-4485

Department of Labor (DOL) - "Welfare-to-Work Financial Management Technical Assistance Guide"

Los Angeles-October 19-21, 1999

For information call: (301) 907-0900 (See Page 3)

Nat'l Association of Counties 28th Annual Workforce Development & Human Services Conference

Albuquerque, New Mexico-November 18-20, 1999

For information call: (202) 393-6226

Silicon Valley Information Technology Exposition and Conference (ITEC) - "One-Stop Workforce Technology Solutions for a New Millennium"

San Jose-December 1-2, 1999

For information call: (916) 653-3256 or visit <http://itec.asmcop.com/home/saj> (See Page 4)

1999 CalWORKs Partnerships Conference

Anaheim-December 15-17, 1999

For information call: (619) 292-2900 ext. 352

WtW Training Funds Available From Employment Training Panel

The Employment Training Panel (ETP) is a state agency funded by monies from the employment training taxes paid by every for-profit employer in the state—and a few non-profits as well. While many businesses apply to ETP for funding to upgrade or enhance their current employee's job skills, ETP also has special funds reserved to assist in post employment training and retention of the welfare to work population (CalWORKs eligible).

ETP welfare to work funds can be used to train workers in any job skill including soft skills/job readiness, language, time management, computer technology, customer service and on-the-job coaching and counseling. Funds are also available for traditional training in all areas of manufacturing, retail, agri-business, transportation, construction and the many service industries.

Contracts can be written for a single employer, groups of employers, private industry councils, temporary employment agencies and some economic development corporations.

Contracts may be written for a two year period and require a minimum of forty hours of training per trainee. Some of our existing contracts include: The City of Anaheim, Punch and Judy/Barbara Wallace, The Foundation for Educational Achievement, The San Francisco Sewing Company, Xerox and The Southeast Los Angeles County (SELACO) PIC.

Orientation sessions, the first step in the funding process, are conducted statewide every month. If attendance at a regularly scheduled orientation is difficult, a special welfare to work orientation can be arranged at your work site. Additional information about ETP can be found on our website at www.etp.ca.gov.

If you are interested in learning more about how to access these funds, please call our welfare to work specialist, Barry Worthington, at (916) 327-5262 or e-mail bworthington@etp.ca.gov.

Partnerships/Innovative Ideas Make for Successful WtW Program

Career Partners' Welfare-to-Work (WtW) program, Project Independence, has been praised by the Los Angeles County Private Industry Council for finding innovative solutions to employment challenges!

Project Independence was able to meet and exceed all program goals for the 1998-99 funding year. The success of this WtW program is a combination of a number of innovative projects and multiple partnerships in the San Gabriel Valley. These include the Los Angeles County Office of Education, Department of Social Services offices, the San Gabriel Economic Development Corporation, Employment Development Department (EDD) and many private and public employers.

One of the innovative projects that has made this WtW program so successful has been their paid work experience program. "We will cover from 60 to 90 days' wages for each job seeker employers hire with the agreement to help them gain work experience in specific fields," said Barbara Banck, coordinator of Career Partners' Project Independence program. Many employers will then offer the participant full time unsubsidized employment.

For more information on this program, contact Career Partners at (626) 569-1114.

DOL Offers Training on WtW Financial Management Guide

The Department of Labor (DOL), Employment and Training Administration (ETA) is now offering training on the Welfare-to-Work (WtW) Financial Management Technical Assistance Guide (TAG). This training will be conducted at the Westin Los Angeles Airport Hotel on October 19-21, 1999.

This TAG provides assistance for financial management subject matters such as, allocations and fund distribution, cost allocation and cost pooling, financial management reporting, participant reporting, procurement, and property management. The TAG will be useful for WtW Formula and Competitive grant Financial Managers, Private Industry Council Chief Financial Officers, and sub-state Financial Managers who have authority over WtW funds.

A complete copy of the TAG may be downloaded on the DOL WtW web site at: <http://wtw.doleta.gov/techassist/tag/default.htm>.

You may visit the DOL website at <http://wtw.doleta.gov> to obtain additional information on the training as well as a registration form. Or you may call (301) 907-0900. Please call soon as space is limited!

One-Stop Workforce Technology Solutions For a New Millennium!

Mark your calendars for the California One-Stop Technology Effective Practices Conference (COSTEP) to be held on December 1-2, 1999 in San Jose, California.

This conference is sponsored by the California One-Stop Task Force and the California Employment Development Department (EDD) in cooperation with the Silicon Valley Information Technology Exposition and Conference (ITEC).

It is anticipated that over 150 exhibitors will showcase the latest technologies through seminars and displays. These seminars are designed to increase your knowledge of available solutions to match your business needs. There will also be hands-on labs designed to allow One-Stop and workforce industry partnerships to gain experience and familiarity with the latest advances in hardware, software, and networking. Participants will have an opportunity to network with One-Stop Technology professionals and practitioners to find out what others are doing to find solutions to technology and business issues facing One-Stops in California.

One of the many challenges facing the One-Stop partnerships that will be addressed is the implementation of the Workforce Investment Act of 1998. This legislation mandates states to implement a One-Stop delivery system in their state by July 1, 2000. Workshops will be featured that examine this important issue.

This year, which is the second annual Silicon Valley ITEC, California One-Stops will exhibit technology best practices from Career Centers statewide and provide an opportunity to educate attendees on the services available within One-Stop Centers.

Various One-Stops and affiliated agency partners will be recognized at a special awards celebration reception for their role in developing technologies and programs that enhance the One-Stop effort and assist economic stability and growth in their communities.

Please contact Deborah Ray-Sims, State Electronic One-Stop Office at (916) 653-3256 or e-mail her at dsims@edd.ca.gov. Registration is free. Go to the ITEC Expo web site at: <http://itec.asmc Corp.com/home/saj> and click on "pre-register."

Success of One-Stops Depends Upon Understanding the "Voice of the Customer"

Both employers and job seekers have choices. There will be competition for the One-Stops from other sources of services. For the One-Stops to become the providers of choice, they must understand and respond to the "Voice of the Customer" (VOC). Customers will go where their needs are being met.

In addition, one of the provisions of the Workforce Investment Act proposes measuring the levels of Customer Satisfaction among those who use One-Stop Centers. We at Applied Marketing Science (AMS) have been assisting the Workforce Development Boards (WDB) in Fresno and Madera Counties to develop Customer Satisfaction improvement strategies based upon VOC research, and have recently agreed to help Stanislaus County as well.

AMS conducted in-depth interviews with job seekers and employers in the Madera and Fresno communities in order to understand how they felt about the One-Stops, and what they expected from them. We developed literally hundreds of wants and needs that comprised the initial "Voice of the Customer". We then asked other job seekers and employers to help us create a hierarchy of wants and needs. This process resulted in two distinct hierarchies (one

for employers and one for job seekers), expressed in the customers' own words, and organized by customers based upon the way they think about the services provided in the One-Stops. Analysis of the hierarchies revealed several wants and needs of both job seekers and employers that needed attention, or were not currently being addressed by the One-Stops. AMS will be facilitating teams from Fresno and Madera Counties to develop improvement strategies linked to the "Voice".

We are developing a Customer Satisfaction questionnaire based upon the "Voice of the Customer". It will be phrased in customer language and will ask questions that the customers have said were important. Building the survey in this way leads to more actionable data and higher response rates. We will train the One-Stop administrators in each county how to use the Customer Satisfaction data to improve service. Collecting the data is the easy part; asking the right questions and knowing what to do with the data once you have it, are the difficult tasks.

We would be happy to discuss and share this work with any of you. Please call Chris Stiehl of AMS at (415) 623-2707.

Carson/Lomita/Torrance PIC and Riverside County EDA Receive Prestigious Technology Award

The Carson/Lomita/Torrance (C/L/T) Private Industry Council (PIC) and the Riverside County Economic Development Agency (EDA) were recently honored with awards at the Department of Labor's Joint Employment & Training Technology Conference (JETT*CON).

These awards, presented by the Council for Excellence in Government in Washington D.C., recognize innovative and exciting changes in workforce development systems that provide high quality services to their customers through the use of technology.

The C/L/T PIC received this coveted award for their web site located at www.careerzone.torrnet.com and, additionally, for their network of kiosks.

Their web site provides information on job fairs, human resources issues, employment law, economic development projects, and a host of other business related topics to help local companies.

The C/L/T's award-winning kiosks are touch screen computers that provide a variety of information. This 12-kiosk network is part of a broad-based communication network that links local community projects, presents basic employment and training referral information and a comprehensive directory of city services.

For more information regarding the C/L/T web site or kiosks, please call Louri Groves at (310) 518-8122.

The Riverside EDA Kiosk Network received the JETT*CON award for their 40-kiosk network that offers EDA clients an easy and efficient way to access integrated and comprehensive employment, education, and training information, thus expanding the capabilities of the One-Stop Career Center System.

For job seekers, this kiosk system provides, in part, a directory of services available at the One-Stop Center; self-screening for program eligibility; resource referral services; and job services/employment information. For employers, the kiosk system provides core services available at the One-Stop Center and through the local One-Stop System; resource referral; economic development; and rapid response and plant closure assistance.

For more information on the Riverside County Kiosk Network, please call 1-800-57-CAREERS.

Congratulations to Pat Unangst, Executive Director of the C/L/T PIC and Jerry Craig, Deputy Director of Riverside EDA and all of your staff!

SDA Technical Assistance Guide Available

The California Workforce Association (CWA) has published a report entitled, "A Look at Where California Service Delivery Areas are in the Transition Process for WIA", a technical assistance and training needs assessment.

This report presents the results of a survey of Job Training Partnership Act (JTPA) Service Delivery Area Directors on the status of transitioning into implementation of the Workforce Investment Act (WIA), which will replace JTPA by July 1, 2000. Results will be used to develop a coordinated and focused technical assistance plan for local workforce development areas through a partnership of the CWA, the U.S. Department of Labor (DOL) Region IX Office, and the State Employment Development Department (EDD).

A copy of this report is available for loan by calling the Employment Training Network library at (916) 654-8386.

The *Get a Job Kit* - Helping Job Seekers!

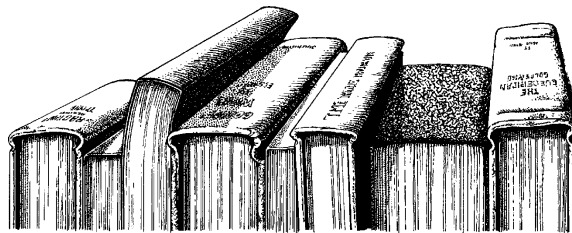
Statistics prove that 1 out of 3 qualified candidates will lose out on a job because of avoidable interviewing mistakes!

If you are assisting job seekers to gain employment, you may be interested in the award winning "The Get a Job Kit". This all-in-one tool kit contains such invaluable items as a Career Planner, Interviewing Guide, Scheduler Notepad, Dress and Image Guidelines, thank you notes and envelopes, resume and cover letter tips.

This kit was developed by Shirley Willey of Etiquette & Company and may be purchased for a cost of \$11 if you are a nonprofit organization.

Please contact Shirley Willey at (916) 965-3780. This item is also available on a loan basis from the Employment Training Network Library by calling (916) 654-8386.

Check It Out!



The resource materials listed below are available for loan from the ETN library. Please call (916) 654-8386 with your requests.


WELFARE TO WORK

Welfare to Work Toolkit, Small Business Administration (J1834)

Welfare to Work, A Public Information Campaign, MRO Advertising (Video & Brochure) (J1866-AV)

Blueprint for Business, Reaching a New Work Force, Welfare to Work Partnership (J1867)

The Road to Retention, Reducing Employee Turnover Through Welfare to Work, Welfare to Work Partnership (J1868)



Steps to Success, Helping Women with Alcohol and Drug Problems Move from Welfare to Work, Legal Action Center (J1869)

Welfare-to-Wages: Strategies to Assist the Private Sector to Employ Welfare Recipients, Volume I, Charles Stewart Mott Foundation (J1882)

Welfare-to-Wages: Strategies to Assist the Private Sector to Employ Welfare Recipients, Companion Case Studies, Focus Groups and Data Analysis, Volume II, Charles Stewart Mott Foundation (J1883)

MARKETING

Guerrilla Sales & Marketing, Houghton Mifflin Company (Video set, Audio Cassettes & Workbook) (J1871-AV)

ONE-STOP

One-Stop Profiles, Social Policy Research Associates (J1873)

Evaluation of the One-Stop Career Center System, Mid-Project Briefing, Social Policy Research Associates (J1876)

One-Stop Certification Products, California Worknet Policy Board (J1877)

One-Stop Strategies: A Guide for Governance Boards, National Association of Private Industry Councils (J1886)

WORKFORCE DEVELOPMENT

Creating Workforce Development Systems that Work: A Guide for Practitioners, Social Policy Research Associates (J1878)

NAPIC's Comprehensive Guide to Workforce Development Boards, National Association of Private Industry Councils (J1885)

Taking Command of Change: A Practical Guide for PICs and Workforce Boards, National Association of Private Industry Councils (J1887)

LOW INCOME

Jobs and the Urban Poor: Publicly Initiated Sectoral Strategies, Charles Stewart Mott Foundation (J1884)

OCTOBER 1999

Monday

Tuesday

Wednesday

Thursday

Friday

4	5	6	7	8
		<div>Facilitation Training <i>Sacramento</i></div>		
11	12	13	14	15
		<div>WtW Forms Training <i>Sacramento</i></div>		
<div>County Welfare Directors Assn. Conference <i>Santa Barbara-(805) 681-4485</i></div>				
18	19	20	21	22
	<div>WtW Forms Training <i>Hayward</i></div>			
	<div>Special Populations Training <i>Sacramento-SETA</i></div>		<div>Special Populations Training <i>Sacramento-SETA</i></div>	
<div>DOL WtW Financial Management Technical Assistance Guide <i>Los Angeles-(301) 907-0900</i></div>				
25	26	27	28	29
	<div>WtW Forms Training <i>Fresno</i></div>			
		<div>Facilitation Training <i>Oakland</i></div>		
		<div>Case Management I <i>Los Angeles City</i></div>		
1	2	3	4	5
	<div>Case Management <i>Fresno City/County</i></div>			
	<div>Case Management II <i>Los Angeles</i></div>			
		<div>WtW Marketing Training <i>Glendale</i></div>		

*For information on training in shaded boxes call Capacity Building Unit at (916) 654-9819 or visit www.edd.ca.gov/jtpac.htm

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THE EMPLOYMENT TRAINING NETWORK *Resources for JTPA programs*

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The Employment Training Network is an information dissemination project which provides one-to-one consultations, staff workshops and resources exclusively for California's Job Training Partnership Act (JTPA) and Welfare-to-Work (WtW) programs. Through statewide networking, the Employment Training Network staff is able to offer diverse technical services using consultants in a variety of JTPA and WtW related areas. SDAs/PICs and their contractors may benefit from the following services, free of charge:

- **consultant services** - to enhance staff's skills, knowledge, and motivation
- **program site visits** - staff reimbursement provided for travel expenses
- **resource library** - up-to-date books, manuals and videos in a multitude of topics on loan for three weeks
- **referrals** - to other employment and training programs
- **Information Exchange newsletter** - informative newsletter announcing upcoming workshops, new resources, etc.

The Employment Training Network technical assistance services are available upon request to SDA/PIC staff members or contractors operating JTPA and WtW programs. ETN staff: Diane Coad, Project Manager and Janine Cota, Administrative Assistant. **JTPA and WtW funded agencies may receive Employment Training Network services by calling (916) 654-8896.**

EDD is an equal opportunity employer/program.